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LETTER TO COMMISSION

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager *[Signature]* for JMG

DATE: November 18, 2010

SUBJECT: Cleanliness Index & Assessment Program Results for FY 2009/10 Quarter 4

The purpose of this Letter to Commission is to communicate the results of the award winning Cleanliness Index and Assessment program from FY2009/10 Quarter 4 (July 1, 2010 to September 30, 2010).

Background

The Miami Beach Public Area Cleanliness Index is an objective measurement of performance ranging from 1.0 (Very Clean) to 6.0 (Very Dirty) and includes assessments of litter, litter/garbage cans/dumpsters, organic material, and fecal matter. The results of the assessments are used to monitor the impacts of recently implemented initiatives to target areas for future improvements, and assure the quality of services.

During FY 2006/07, the City tightened the target for the Citywide and area-specific cleanliness indices from 2.0 to 1.5 – the lower the score on the cleanliness index indicates a cleaner area. This target continues to be the same through FY 2007/08, FY 2008/09, and FY 2009/10. As important, the City also has a goal to ensure that 90 percent of assessments score 2.0 or better.

Summary of the Cleanliness Assessment Results FY 2009/10 Quarter 4

Overall, the citywide cleanliness index improved during FY 2009/10 Quarter 4 by 14% when compared to the same quarter in FY2005/06 (the first year the program was implemented) and improved by 9.0% when compared to the same quarter in FY2008/09. In general, the City's cleanliness has steadily progressed as evidenced by the index, anecdotal information, and results of our most recent resident surveys.

Positive and Improved Areas in FY 2009/10 Quarter 4

- **Alleys**- Alleys across the Beach remained steady with a slight improvement. Community outreach by community outreach regarding dumping days was increased as of August 2010 in an effort to further improve this area. In addition, a full-time code officer is now dedicated to sanitation to assist with enforcement in the alleys.
- **Sidewalks/ Residential Sidewalks**- Scores improved by 9.7% when compared to the prior quarter and by 9.0% when compared to the same quarter in FY2008/09 along with outreach efforts to resident gardeners regarding excessive organic material not

removed. Code Compliance will continue to provide outreach to neighborhoods regarding illegal dumping of organic materials.

Areas of Focus

- **Parking Lots**— Overall scores in parking lots improved by 9.3% when compared to the prior quarter and 15.9% when compared to the same quarter in FY2008/09.. Despite this improvement, Parking cleanliness rating remain among the lowest Citywide, primarily due to trash collecting underneath the trash liner and not being removed. Sanitation will continue to work with the haulers to reinforce their role and will begin to charge September 1 for non-compliance.
- **Parks** - Scores decreased by 3.6% compared to the prior quarter with trash collecting underneath the trash liner and not being removed being a driving factor. Parks and sanitation personnel will develop a plan to replace the liners, addressing the most critical areas first. In addition, the trash liners will be cleaned on a regular basis, with parks personnel notifying sanitation of any issues with the dumping of the garbage by the contractor. Sanitation no longer enters the parks and will need to work closely with Parks personnel to ensure waste hauler compliance.

Cleanliness Key Intended Outcome

Cleanliness was identified in our community surveys as a key driver affecting overall quality of life. Also, in the 2009 survey, residents and businesses rated cleanliness as the number one service the City should strive not to reduce. The City has implemented increases in service levels and community satisfaction levels have improved. Overall scores have improved by 14.6% since the inception of the program, although this past fiscal year did not rate quite as well (2.4%) when compared to the prior year.

Cleanliness Index Score Per Public Area (target = 1.5)

Public Area	FY2005/06				
	Q1	Q2	Q3	Q4	FY Score
Overall City Score	2.20	1.94	2.24	2.03	2.10
Streets*	2.07	1.98	2.22	1.84	2.03
Not including alleys	1.99	1.85	2.16	1.74	1.94
Commercial - Entertainment	1.84	1.78	2.44	1.74	1.95
Commercial - Non-Entertainment	1.89	1.87	1.81	1.75	1.83
Residential	2.25	1.93	2.11	1.74	2.01
Alleys**	2.46	2.69	2.75	2.49	2.60
Sidewalks	2.02	2.05	2.33	1.84	2.06
Commercial - Entertainment	1.87	1.95	2.50	1.86	2.04
Commercial - Non-Entertainment	1.97	2.15	1.91	1.79	1.95
Residential	2.28	2.11	2.35	1.83	2.14
Parks	2.08	1.53	1.93	2.04	1.90
Parking	2.25	2.26	2.30	2.01	2.21
Waterway	2.77	2.12	2.93	2.53	2.59
Beach Areas					
City of Miami Beach Responsibility	2.02	1.68	1.80	1.91	1.85
Miami-Dade County Responsibility	1.96	1.78	2.04	1.95	1.93

Index
1 - Extremely Clean
2 - Clean
3 - Somewhat Clean
4 - Somewhat Dirty
5 - Dirty
6 - Extremely Dirty

Public Area	FY2005/06 FY Score BASE	FY2006/07 FY Score	FY2007/08 FY Score	FY2008/09 FY Score	FY2009/10 FY Score	% change from Base FY	% change from Prior FY	% change from Best FY
Overall City Score	2.10	1.78	1.75	1.75	1.80	-14.6%	2.4%	2.4%
Streets*	2.03	1.66	1.69	1.73	1.74	-14.1%	0.4%	4.8%
Not including alleys	1.94	1.57	1.59	1.66	1.66	-14.0%	0.4%	6.3%
Commercial - Entertainment	1.95	1.56	1.56	1.85	1.69	-13.4%	2.3%	8.5%
Commercial - Non-Entertainment	1.83	1.51	1.60	1.85	1.63	-10.6%	-0.7%	8.4%
Residential	2.01	1.63	1.64	1.68	1.65	-17.6%	-1.4%	1.5%
Alleys**	2.90	2.28	2.07	1.97	1.99	-23.3%	1.3%	1.3%
Sidewalks	2.06	1.66	1.72	1.73	1.75	-14.9%	1.5%	5.4%
Commercial - Entertainment	2.04	1.61	1.68	1.69	1.77	-13.6%	4.7%	9.4%
Commercial - Non-Entertainment	1.95	1.64	1.75	1.79	1.77	-9.4%	-1.2%	7.8%
Residential	2.14	1.74	1.75	1.77	1.71	-20.0%	-3.3%	-1.6%
Parks	1.90	1.75	1.52	1.55	1.57	-17.1%	1.2%	3.2%
Parking	2.21	1.81	1.87	1.96	2.00	-9.1%	2.2%	10.7%
Waterway	2.59	2.08	2.09	2.10	2.11	-18.4%	0.4%	1.5%
Beach Areas								
City of Miami Beach Responsibility	1.85	1.75	1.59	1.62	1.59	-13.8%	-1.5%	0.5%
Miami-Dade County Responsibility	1.93	1.91	1.70	1.61	1.63	-15.8%	1.1%	1.1%

Public Area	FY2008/09					% change from prior FY score	% change from base FY score
	Q1	Q2	Q3	Q4	FY Score		
Overall City Score	1.69	1.76	1.65	1.91	1.75	0.4%	-16.6%
Streets*	1.80	1.64	1.62	1.88	1.73	2.7%	-14.5%
Not including alleys	1.66	1.59	1.59	1.79	1.66	3.9%	-14.4%
Commercial - Entertainment	1.88	1.61	1.59	1.73	1.65	5.8%	-15.3%
Commercial - Non-Entertainment	1.74	1.51	1.52	1.82	1.65	3.1%	-10.0%
Residential	1.57	1.63	1.65	1.87	1.68	2.0%	-16.5%
Alleys**	2.21	1.83	1.72	2.10	1.97	-4.9%	-24.3%
Sidewalks	1.77	1.70	1.61	1.82	1.73	0.1%	-16.2%
Commercial - Entertainment	1.73	1.66	1.62	1.74	1.69	0.7%	-17.5%
Commercial - Non-Entertainment	1.88	1.73	1.55	2.01	1.79	2.2%	-8.3%
Residential	1.80	1.77	1.66	1.85	1.77	1.4%	-17.3%
Parks	1.43	1.58	1.40	1.79	1.55	1.9%	-18.1%
Parking	1.96	1.92	1.81	2.14	1.96	4.9%	-11.1%
Waterway	2.18	2.06	1.96	2.19	2.10	0.6%	-18.8%
Beach Areas							
City of Miami Beach Responsibility	1.68	1.67	1.51	1.61	1.62	2.0%	-12.5%
Miami-Dade County Responsibility	1.71	1.54	1.42	1.77	1.61	-5.1%	-16.7%

Public Area	FY2009/10					% change from prior Qtr	% change in prior FY Qtr	% change from same quarter in base year
	Q1	Q2	Q3	Q4	FY Score			
Overall City Score	1.71	1.92	1.80	1.74	1.80	-3.5%	-8.6%	-14.1%
Streets*	1.68	1.95	1.70	1.63	1.74	-4.3%	-13.2%	-11.5%
Not including alleys	1.63	1.83	1.65	1.54	1.66	-6.5%	-13.7%	-11.3%
Commercial - Entertainment	1.70	1.82	1.63	1.50	1.69	-7.9%	-13.1%	-13.6%
Commercial - Non-Entertainment	1.61	1.84	1.56	1.54	1.63	-1.5%	-15.5%	-12.3%
Residential	1.55	1.67	1.76	1.63	1.65	-7.2%	-12.5%	-6.0%
Alleys**	1.88	2.37	1.86	1.85	1.99	-0.7%	-12.0%	-25.6%
Sidewalks	1.74	1.92	1.76	1.59	1.75	-9.7%	-12.6%	-13.7%
Commercial - Entertainment	1.82	1.98	1.70	1.56	1.77	-8.2%	-10.4%	-16.0%
Commercial - Non-Entertainment	1.72	1.93	1.80	1.63	1.77	-9.5%	-18.8%	-9.2%
Residential	1.68	1.74	1.85	1.59	1.71	-14.5%	-14.2%	-13.2%
Parks	1.40	1.61	1.61	1.67	1.57	3.6%	-6.7%	-18.2%
Parking	2.00	2.22	1.99	1.80	2.00	-9.3%	-15.9%	-10.2%
Waterway	1.91	2.27	2.10	2.16	2.11	3.0%	-1.4%	-14.4%
Beach Areas								
City of Miami Beach Responsibility	1.56	1.56	1.67	1.59	1.59	-4.3%	-1.3%	-16.4%
Miami-Dade County Responsibility	1.63	1.56	1.65	1.67	1.63	1.0%	-5.8%	-14.4%

* Private / Business garbage dumpsters scores are not used in the calculation of this score.

** Private / Business garbage dumpsters were not assessed in FY05 Q4 and FY06 Q1.

Note: Target in FY2005/06 was 2.0 and was changed to 1.5 in FY2006/07

Percentage of Assessments scoring 2.0 or better (target = 90%)

Public Area	FY2005/06 (Base year)				
	Q1	Q2	Q3	Q4	FY Score
Citywide	57.5%	71.1%	58.7%	75.5%	65.2%
Streets	65.7%	79.2%	63.9%	84.8%	73.4%
Commercial-Entertainment	68.1%	81.1%	47.5%	74.6%	67.3%
Commercial - Non-Entertainment	76.7%	72.2%	82.4%	97.9%	82.3%
Residential	56.8%	84.8%	66.2%	88.1%	73.5%
Sidewalks	62.6%	68.7%	56.4%	79.3%	66.7%
Commercial-Entertainment	69.2%	71.8%	41.7%	71.7%	63.8%
Commercial - Non-Entertainment	63.5%	56.4%	79.8%	87.4%	71.8%
Residential	52.4%	78.1%	52.1%	82.2%	66.2%
Alleys*	37.7%	38.8%	37.0%	56.2%	41.9%
Parks	46.3%	88.0%	68.2%	63.8%	66.6%
Parking	48.0%	59.5%	49.2%	69.0%	56.4%
Waterway	42.6%	83.7%	34.5%	56.8%	54.5%
Beach (CMB)	64.1%	83.8%	66.0%	78.5%	73.1%
Beach (MDC)	75.3%	78.4%	53.6%	77.2%	71.2%

Public Area	FY2005/06 FY Score BASE	FY2006/07 FY Score	FY2007/08 FY Score	FY2008/09 FY Score	FY2009/10 FY Score	Difference from Base FY	Difference from Prior FY	Difference from Best FY
Citywide	65.2%	82.4%	80.3%	81.0%	79.4%	14.2%	-1.6%	-3.0%
Streets	73.4%	89.8%	87.4%	87.1%	86.4%	13.0%	-0.7%	-3.4%
Commercial-Entertainment	67.3%	90.1%	88.2%	88.1%	87.8%	20.5%	-0.3%	-2.2%
Commercial - Non-Entertainment	82.3%	92.4%	88.5%	84.6%	87.3%	5.0%	2.7%	-5.2%
Residential	73.5%	86.6%	86.1%	87.0%	82.5%	9.1%	-4.5%	-4.5%
Sidewalks	66.7%	87.6%	80.8%	85.2%	80.9%	14.2%	-4.2%	-6.7%
Commercial-Entertainment	63.8%	89.8%	84.8%	88.8%	81.4%	17.8%	-7.2%	-8.4%
Commercial - Non-Entertainment	71.8%	88.0%	77.7%	78.3%	81.4%	9.6%	3.0%	-6.6%
Residential	66.2%	84.1%	78.3%	83.6%	79.6%	13.4%	-4.2%	-4.5%
Alleys*	41.9%	59.6%	63.8%	67.0%	69.0%	27.0%	2.0%	2.0%
Parks	66.6%	76.8%	85.2%	84.1%	89.1%	22.5%	4.9%	2.9%
Parking	56.4%	76.4%	74.4%	72.8%	65.7%	9.2%	-7.1%	-10.7%
Waterway	54.5%	89.4%	69.5%	71.9%	71.6%	17.2%	-0.3%	-0.3%
Beach (CMB)	73.1%	81.4%	86.2%	84.4%	87.3%	14.2%	2.9%	1.1%
Beach (MDC)	71.2%	74.0%	84.5%	85.8%	88.7%	17.5%	2.9%	2.9%

Public Area	FY2008/09					Difference from prior FY score	Difference from Base Year
	Q1	Q2	Q3	Q4	FY Score		
Citywide	78.2%	80.9%	88.8%	78.0%	81.0%	0.7%	15.8%
Streets	82.4%	89.8%	81.2%	84.1%	87.1%	-0.4%	13.7%
Commercial-Entertainment	80.5%	91.0%	94.5%	86.5%	88.1%	0.0%	20.8%
Commercial - Non-Entertainment	77.8%	91.0%	82.0%	77.4%	84.6%	-3.9%	2.3%
Residential	89.7%	86.5%	88.0%	84.0%	87.0%	0.9%	13.6%
Sidewalks	79.7%	88.2%	81.8%	80.9%	85.2%	4.4%	18.4%
Commercial-Entertainment	82.7%	81.8%	94.4%	85.9%	88.6%	3.8%	25.0%
Commercial - Non-Entertainment	69.4%	82.9%	83.2%	67.7%	78.3%	0.6%	6.6%
Residential	83.1%	85.7%	86.6%	80.0%	83.9%	5.5%	17.6%
Alleys*	50.0%	76.5%	77.8%	63.5%	67.0%	3.1%	25.0%
Parks	61.2%	75.7%	83.5%	75.7%	84.1%	-2.0%	17.6%
Parking	70.0%	67.6%	84.2%	69.0%	72.8%	-1.6%	16.4%
Waterway	68.3%	71.2%	75.9%	72.2%	71.9%	2.4%	17.4%
Beach (CMB)	80.3%	72.6%	84.0%	80.7%	84.4%	-1.8%	11.3%
Beach (MDC)	75.8%	89.3%	84.0%	84.2%	85.8%	1.4%	14.6%

Public Area	FY2009/10					Difference from prior Qtr	Difference from prior FY Qtr	Difference from same quarter in base year
	Q1	Q2	Q3	Q4	FY Score			
Citywide	80.0%	71.7%	80.2%	85.6%	79.4%	5.4%	7.7%	10.1%
Streets	86.5%	78.1%	88.4%	82.4%	86.4%	4.0%	8.3%	7.7%
Commercial-Entertainment	86.0%	78.8%	82.5%	83.5%	87.8%	0.9%	7.2%	19.1%
Commercial - Non-Entertainment	87.0%	76.9%	80.7%	84.4%	87.3%	3.7%	17.0%	-3.5%
Residential	86.6%	78.7%	77.2%	87.3%	82.5%	10.1%	3.3%	1.2%
Sidewalks	79.7%	72.2%	82.1%	89.8%	80.9%	7.8%	8.9%	10.6%
Commercial-Entertainment	78.8%	70.0%	84.9%	81.5%	81.4%	6.9%	6.0%	20.1%
Commercial - Non-Entertainment	83.1%	69.8%	83.7%	88.8%	81.4%	5.0%	21.0%	1.4%
Residential	77.9%	79.5%	74.1%	87.0%	79.6%	12.9%	7.0%	4.8%
Alleys*	71.7%	55.8%	73.1%	75.2%	69.0%	2.1%	11.7%	19.1%
Parks	64.8%	86.3%	88.9%	86.7%	89.1%	-2.2%	11.0%	22.9%
Parking	65.1%	50.8%	89.6%	77.2%	65.7%	7.6%	8.2%	8.2%
Waterway	82.8%	68.9%	67.5%	67.4%	71.6%	-0.1%	-4.8%	10.6%
Beach (CMB)	88.6%	82.4%	80.9%	87.4%	87.3%	6.5%	-3.3%	8.9%
Beach (MDC)	88.6%	89.7%	82.1%	84.4%	88.7%	-7.7%	0.2%	7.2%

Next Quarter Assessments

City employees and Neighborhood Leadership Academy alumni and students are conducting cleanliness assessments every quarter. If you or any member of your staff is interested in participating in the City's Public Area Cleanliness Program, please contact Leslie Rosenfeld with the Office of Budget and Performance Improvement Organizational Development Division at extension 6923.

If you have any further questions, please feel free to contact me.


JMG/JGG/KGB/LDR